

# Social Media Analysis of Amazon's #GreatIndianSale

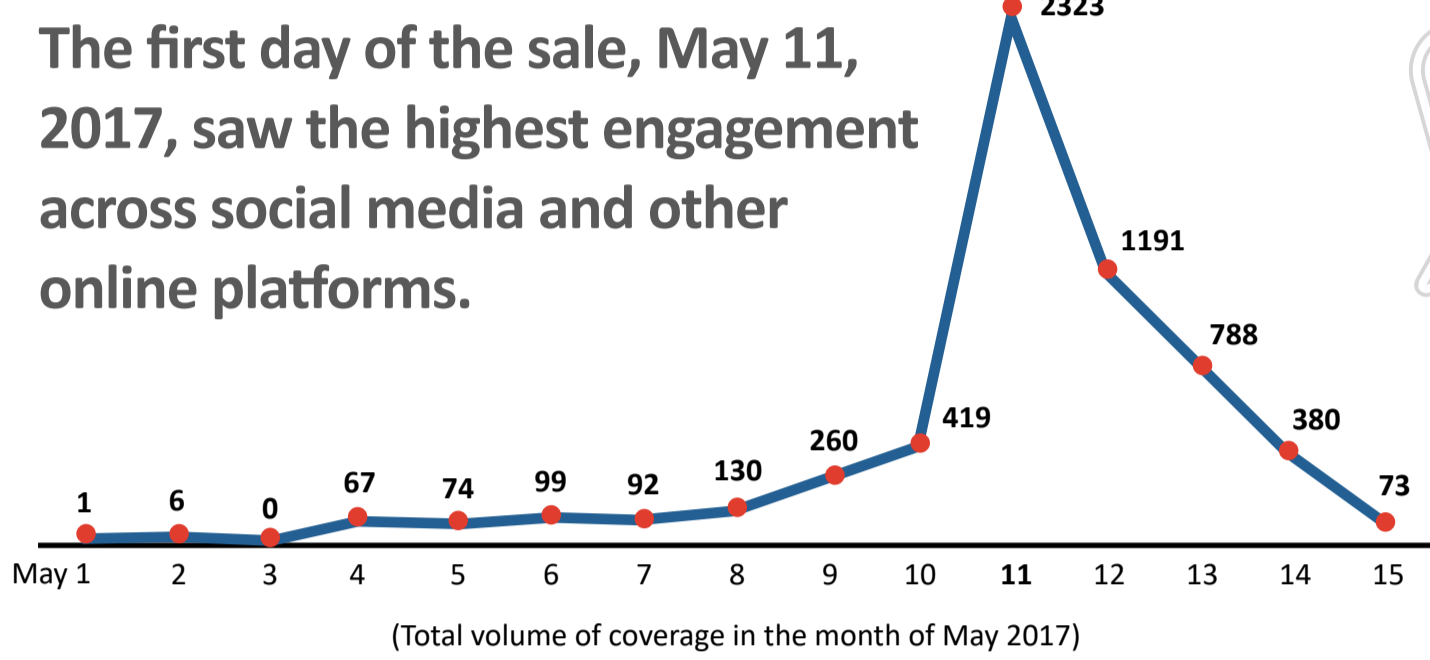
The number of mentions about Amazon India increased by **35K%** compared to period before the sale.

Total Mentions: **5,903**

There was a **47K%** increase in the number of unique authors online over the five-day sale period.

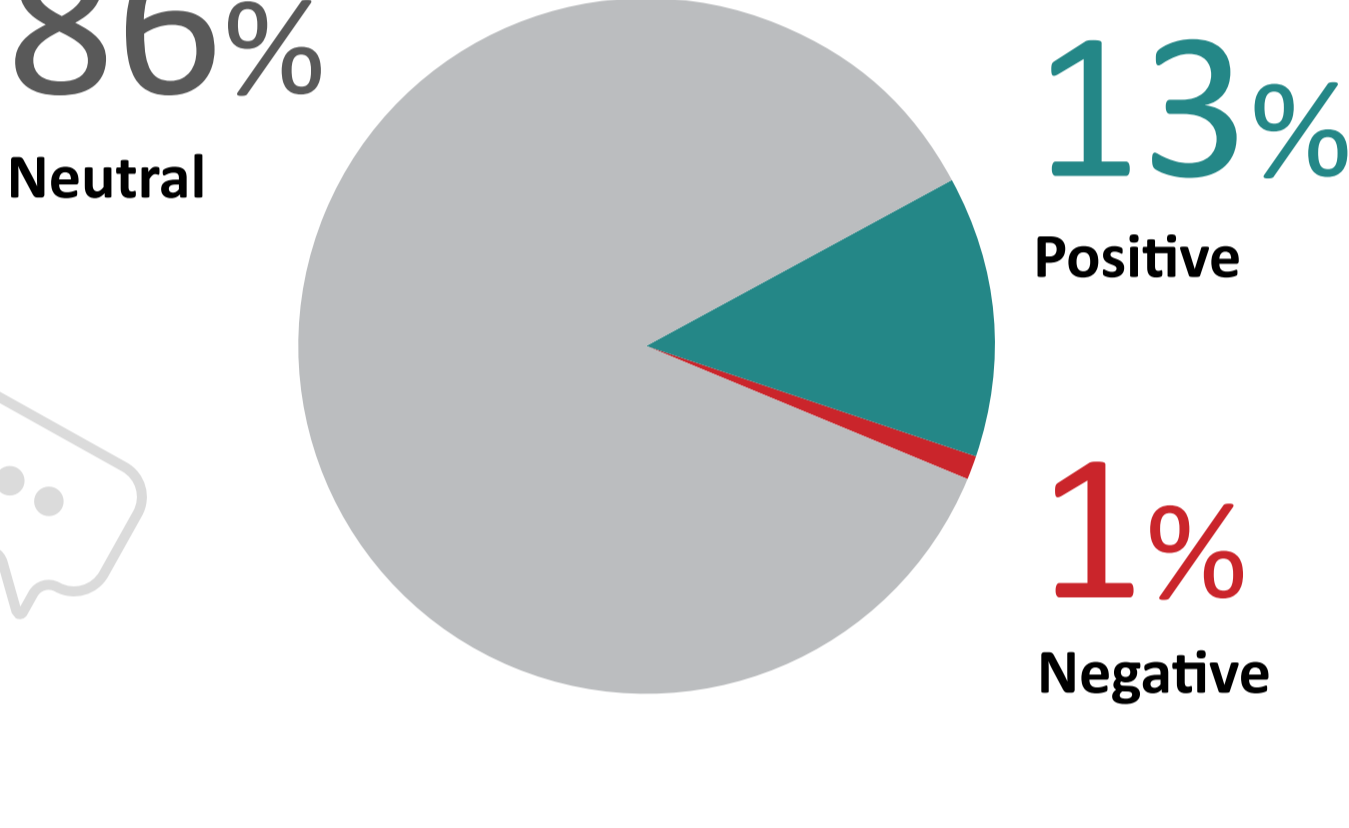
Unique Authors: **2,369**

The first day of the sale, May 11, 2017, saw the highest engagement across social media and other online platforms.

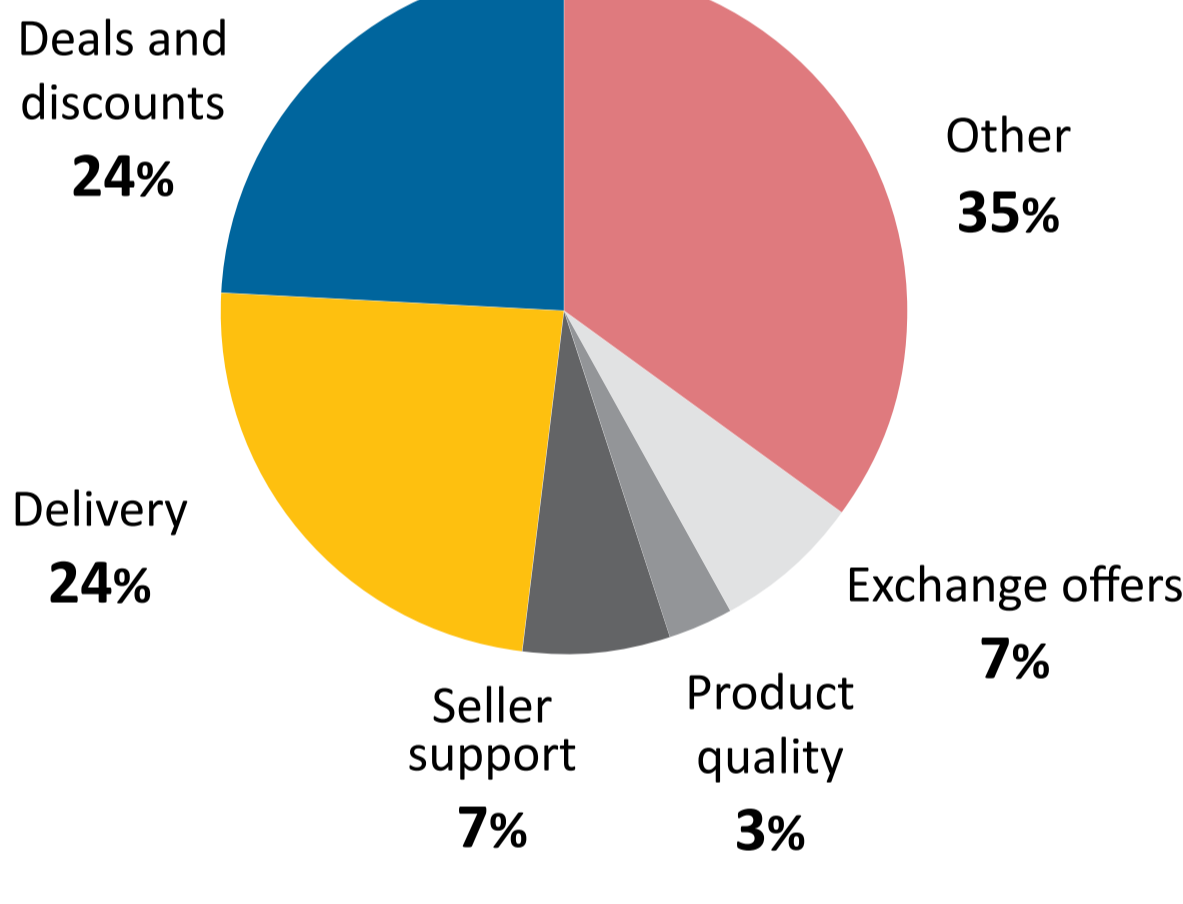


## Sentiment Analysis

The sentiment around the sale was mostly neutral.

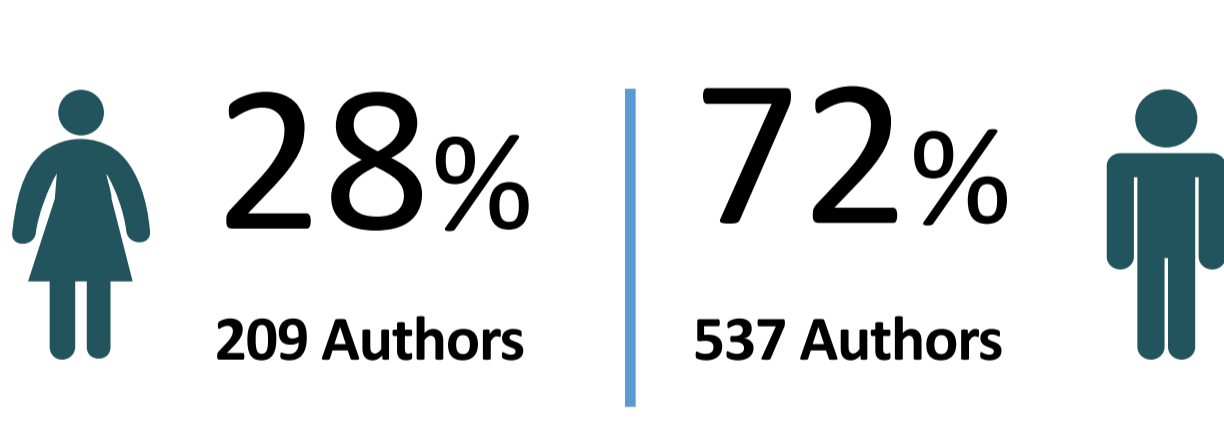


A majority of negative sentiment was related to delivery issues and the deals offered on products.

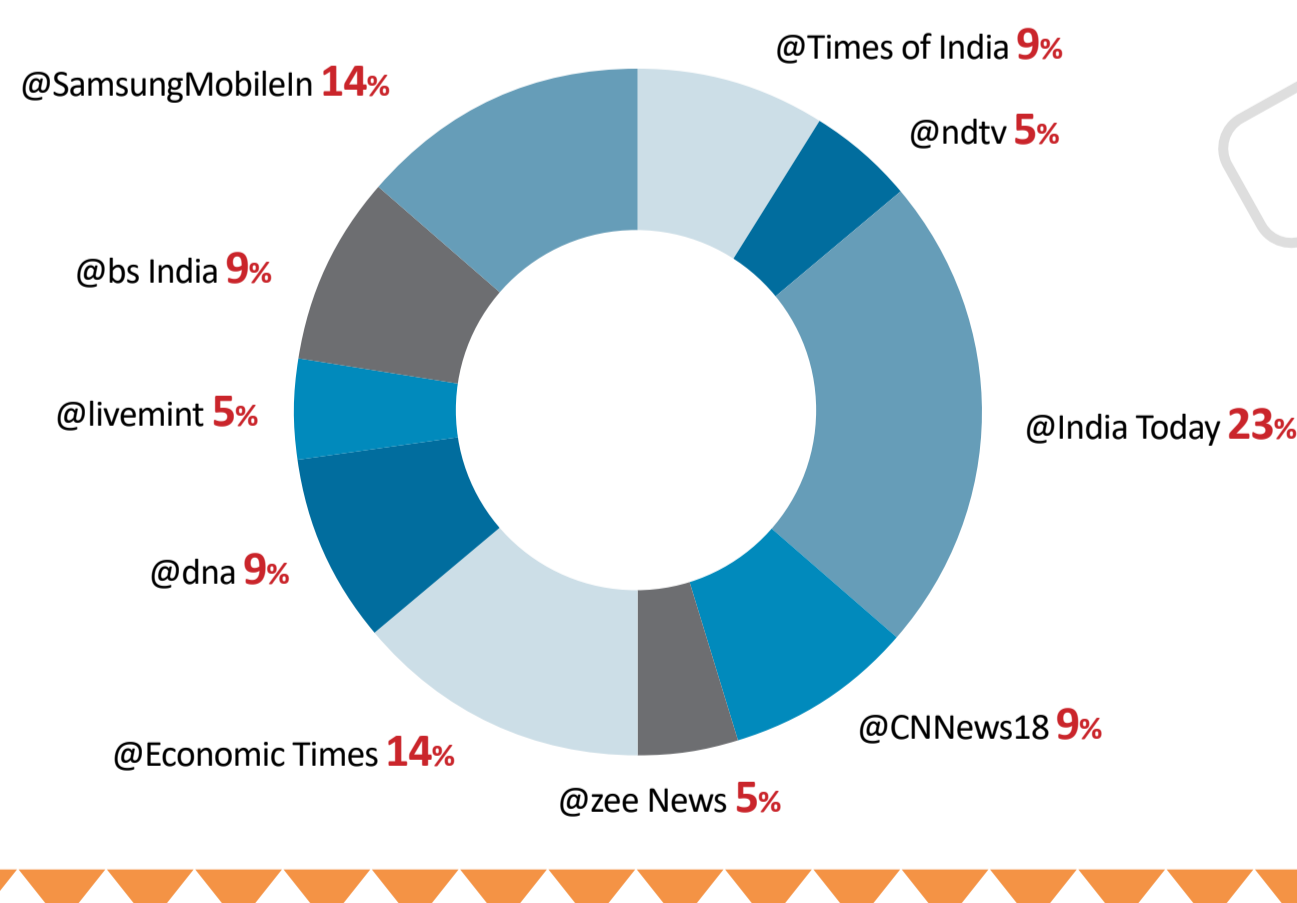


## Who were talking about the Amazon Great Indian Sale?

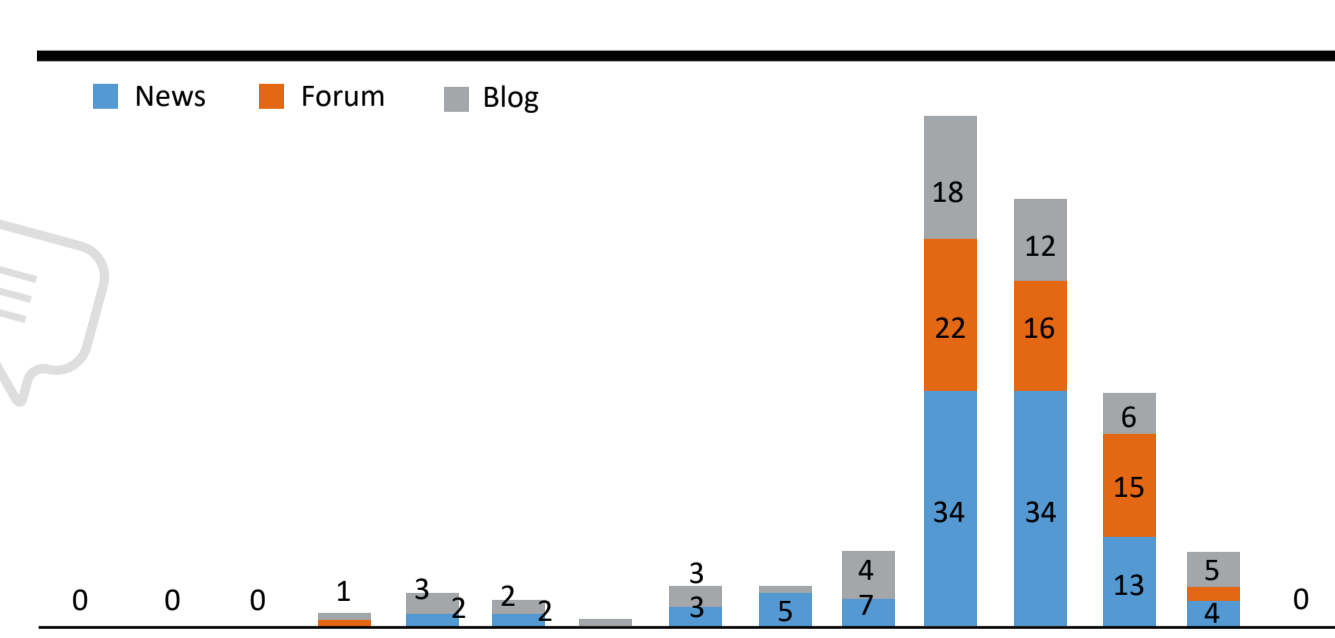
A majority of authors talking about the sale were male.



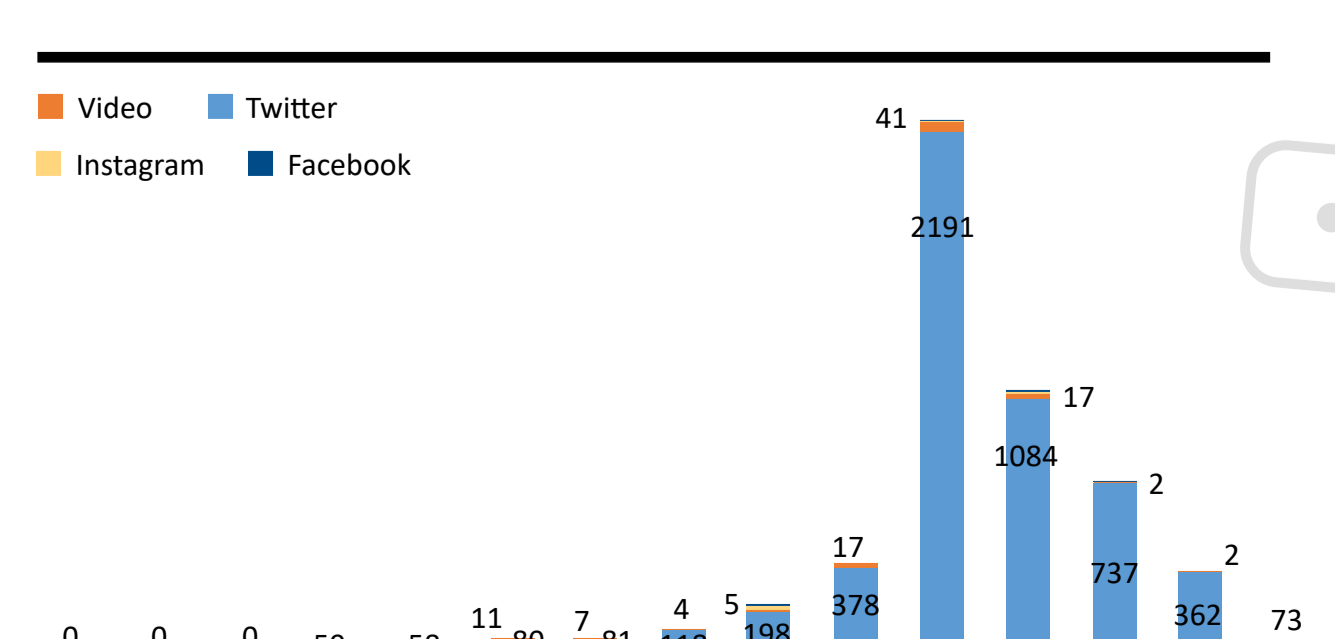
The top tweeters about the sale were India Today, Economic Times and Samsung Mobile India.



The sale was most talked about on news websites, followed by online forums and blogs.



Among social media platforms, the sale was most talked about on Twitter



Based on the data captured from May 01, 2017 to May 15, 2017